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Software AG Launches Award-Winning Native XML Database in United States; Tamino Provides Speed, Performance for Mission-Critical E-business Applications.

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Business/High-Tech Editors

WALNUT CREEK, Calif.--(BUSINESS WIRE)--May 8, 2000

Software AG USA has begun selling Tamino to U.S. companies. The world's first native XML information server, Tamino is part of a full suite of native XML products coming from European leader Software AG.

Tamino, the fastest information server on the market, provides a complete Web-enabled data management system for data exchange and application integration. Unlike relational databases, Tamino stores, retrieves and exchanges data in XML as its natural format, without the need for conversion to other formats.

"Other companies attempting to get a piece of the XML market have merely artificially expanded their existing database products with an XML layer," Dr. Helmut Wilke, president and CEO, Software AG, Inc. explained. "Software AG developed Tamino native from the ground up to gear the features specifically to the new Web standard. This gives e-business customers a huge advantage when it comes to performance, functionality and reliability."

Tamino has already gained international acclaim at Amsterdam's CM Corporate Networking Awards 2000 and COMDEX Asia 2000, where it was hailed as the most innovative software product with cutting edge technology.

Ideal Solutions for E-business

Economists have pointed out that the enormous growth of e-business is transforming the global business world dramatically: the broad spectrum of information transported via the Web continues to grow and data has become increasingly complex. Disparate "islands" of data in incompatible formats now inundate IT systems and may eventually create havoc on the e-commerce highway. Most technical leaders believe XML will provide "next generation" e-business solutions to address this problem.

"One of the most critical issues in IT today centers around the question of how to fully exploit the potential of the new meta language XML while integrating the new technology with the existing IT infrastructure," Wilke added. "Software AG takes the strong position that XML data can only be used to the fullest if the underlying technology is designed for XML from the ground up and meets the rigid requirements of production Web sites."

All of Software AG's products and services are specifically geared to the requirements of business-to-business (B2B) solutions and work well to integrate front-and-back-office solutions, allowing e-business services to function as an integral part of a company's overall business. "This is the only way for enterprises to profit from fast-growing e-business," Wilke said.

The Ultimate XML Information Server

Tamino leverages the main benefit of XML: the dramatic increase in interoperability of data among applications. Using Tamino, **data** structures of any kind can be expressed in XML **format** and **stored** and treated as XML **objects** . XML **data without** a previously **defined** structure is also accepted and **stored** , unlike the classical **database** systems that require explicit structuring.

Software AG's proven database technologies, including field compression and record caching, as well as high volume capabilities, provide added value for Tamino. The result: an XML-based data management system capable of handling large volumes of data for high throughput which can manage concurrent user requests very efficiently for high performance.

Tamino achieves a high degree of scalability by virtue of XML's

ability to encompass additional types of information items without making existing information invalid and can provide additional communication channels as necessary through its ability to adopt existing HTTP servers. And unlike relational database systems, Tamino allows database administrators to react quickly and flexibly to changing environments.

Tamino also supports single-sign-on, industry-standard security systems and existing methods of encryption (such as RACF, NTLM, Kerberos, and SSL), integrating security concepts at different levels, including transport and application.

Availability and Pricing

Tamino is available immediately for Windows NT. A version for Unix will be available during second quarter 2000, with versions for Linux and IBM mainframes following later in the year. Tamino is designed to minimize the total cost of ownership, with prices starting at $25,000 per processor.

About Software AG, Inc.

Based in Walnut Creek, Calif., Software AG, Inc. is a wholly owned subsidiary of Software AG, actively pursuing XML business in the U.S. For more information, visit the company's Web site at http://www.softwareagusa.com or call 925/472-4900.

Headquartered in Darmstadt, Germany, Software AG is Europe's largest system software provider and a major global player offering leading edge technology for data management and electronic business. Since 1998, the company has focused its development activities on XML products for the business-to-business market segment. Software AG achieved sales revenue of more than $350 million in 1999 and has more than 2,600 employees and representatives in more than 60 countries. The company's distribution and technology partners include market leaders such as IBM, Microsoft and SCO and innovative IT solutions providers such as Extensibility, Softquad and InStranet.

Software AG's products control the central IT processes of thousands of renowned companies worldwide, including FedEx, Citibank, MCIWorldcom, Shell Oil and Delta Airlines.

PUBLISHER NAME: Business Wire
COMPANY NAMES: *Software AG
GEOGRAPHIC NAMES: *4EUGE (Germany)
PRODUCT NAMES: *7372000 (Computer Software)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
SIC CODES: 7372 (Prepackaged software)
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OPTICAL DISKS CONNECT WITH PS/2 USING OSS SOFTWARE
News Release, p1
September 6, 1988
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Optical Storage Solutions, Inc.
1001 Galaxy Way, Suite 310
Concord, CA 94520
(415) 825-3441
Fax: (415) 827-0936

Company Contact:
Roy Slicker

September 6, 1988

OPTICAL DISKS CONNECT WITH PS/2 USING
OSS SOFTWARE

CONCORD, CA -- Optical Storage Solutions, Inc. announced that its OSS system and device independent optical disk control software is now compatible with IBM's PS/2. PS/2 users may now connect with many of the major Write-Once Read Mostly (WORM) optical disks drives on the market today.

Company President Roy Slicker stated that, "Currently, OSS offers a Single-User and Multi-User network version of its optical disk control software." Slicker further added that, "One of the key features in the OSS product line is optical disk and data interchangeability between the various systems platforms that our OSS software supports".

OSS 3.0 is a stand alone version for MS-DOS users. The Network version, OSS 4.0, creates an optical file server on the Novell Network that allows any user on the internetwork to access the optical disk transparently. OSS plans to introduce a UNIX version of its software the first quarter of 1989.

Since mid 1987 OSS has been marketing software that allows a user to attach an optical disk drive to a computer and access it transparently through normal operating system utilities. Slicker went on to say, "All OSS software is developed around a file system designed specifically for optical disk technology. With this file system, data is written to the optical disk in a standard and consistent manner regardless of the host operating system or optical disk drive that is being used."

"Most of the optical disk control software available on the market today uses the host operating system's file structure, like MS-DOS, to store data on the optical disk". Slicker added, "But with optical disks having a potential shelf life of 50 to 100 years, it is extremely important that **data** be **stored** on the optical disk in a non - system **specific** **format** . This will allow the user to access **data** **archived** under one operating system on a different OSS supported operating system in the future. OSS is committed to allowing the user transportability between different hardware and software for true long term storage of critical information".

PUBLISHER NAME: Various
COMPANY NAMES: *Optical Storage Solutions
EVENT NAMES: *330 (Product information)
GEOGRAPHIC NAMES: *1USA (United States); 1U9CA (California)
PRODUCT NAMES: *7372500 (Operating Systems & Utilities); 7372620 (Network Software)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 51121 (Software Publishers)
TRADE NAMES: OSS 3.0; OSS 4.0

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From chaos to order.
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JONATHAN DUFFY takes a look at some of the confusion associated with Digital Asset Management and offers some advice to consider when selecting

and implementing a solut

Digital Asset Management is the hot new game in town, and seemingly it is essential that you invest in a solution right now. Or at least this is what can constantly be heard from equipment suppliers and industry gurus at seminars and exhibitions.

Why? What will it do for your business today, and more importantly, tomorrow? You could easily be forgiven for not understanding what digital asset management (DAM) is. Not only is there confusion around the meaning, but to complicate matters further, the suppliers that provide digital asset management systems cannot agree themselves about what to call it. There is a myriad of terms including media asset management, visual asset management, content management and image management, all of which are being used to describe effectively the same thing.

To try and bring some clarity and make sense of this chaos, I would like to offer my own definition - "Digital Asset Management can be defined as the input, storage, management, processing, output, distribution and communication of digital data."

So, having attempted to define Digital Asset Management, the next logical step is to turn our attention to the system and software suppliers offering solutions in this area. According to an article in US magazine Content, there are now some 500 suppliers vying for your attention, all offering systems that are guaranteed to fit your needs. How do you make sense of this or even begin to decide upon the right solution for your business?

It is likely that with so many suppliers entering this marketplace that there will be some consolidation. This itself presents its own set of problems; how do you ensure that the horse you back will still be in the race in the future? Assuming you can actually select a supplier, what benefits do you expect a digital asset management system to give you?

The simplest form of DAM system should allow firms to store and retrieve digital files. However, with today's complex production workflow they need much more than this. Firstly, companies should consider the existing production process. In a typical workflow you have to make decisions about file formats, file size and resolution, colour management, specific output devices and a number of other key issues.

A good DAM system should allow **storage** of digital **content** in a **format** that is **not** restricted to **specific applications** , but allows firms to repurpose **content** easily when needed for different applications. A file **saved** as a 72mb JPeg for a high quality brochure cannot be simply reused for a website, as equally a 72 dpi Gif cannot be used for a poster-sized print. Users should seek to store data in a "resolution independent" file format and the system should be intelligent enough to deliver the correct file resolution for the application needed. There are systems that can do this today, as long as the highest resolution file size required is stored within the DAM system, allowing derivatives to be easily made from this "digital original".

In a conventional prepress workflow, when a file is scanned, it is usually scanned for the purpose it is required. The scanner operator will make decisions about the file size, resolution and colour space dependent upon the final printed application. If the same file is needed later for a different print job, it is usually re-scanned and restored to meet the requirements for

that job. By using a DAM system to store digital originals, users should be able to reduce significantly the amount of scanning time and storage space associated by repurposing a single file for many applications.

Workflow management provides many challenges all of its own. There are dedicated systems that provide software solely to manage this problem. However, many of today's DAM systems also incorporate this functionality and being able to locate a file easily and determine what stage it is at in the workflow provides untold benefits.

There are some alarming statistics provided by US consultancy Gistics, which show exactly how much redundant labour is being used in the average prepress service bureau to manually manage workflow issues:

* 42% of all files stored are duplicates
* 19% of all files can be reused without any modification
* 31% of files can be used with minor modification
* A creative worker searches for files 83 times per week

* 3.1 hours per person/per week is spent on file administration
* 3.27 hours per person/per week is spent on file transfer

This data clearly indicates some of the major gains that can be had by tightly managing your workflow. Digital Asset Management should not only improve productivity, but significantly help increase quality. By integrating colour management into the system, you should be able to ensure that the final output of any file is colour managed accurately. A number of systems today use ICC profiles which will allow departments to produce the optimum file for each of individual output devices, ensuring consistent and accurate results.

Image management and ownership rights are areas that are critical to some companies and misuse of images can be a very costly business. How can you ensure that you can readily use any images stored in a database without infringing copyright? This is another key area where DAM can help with many systems providing information about image ownership rights and more sophisticated systems incorporating digital watermarking to help reduce fraudulent use of any data you may distribute.

Publishers today are undergoing a significant amount of change to the way they carry out their business. What they deliver has not changed too much, but the way it is delivered is changing dramatically. In the past, they produced newspapers, magazines or books. Today, they still have to supply these, but are also required to provide Internet sites, interactive multi-media, computer publications and cable services to name but a few. This will probably evolve to include content for new wireless mobile devices and so on.

It is clear today that publishing is no longer confined to print. However, the more significant change is that now the customer will decide on how they wish to receive the information and if the publisher does not provide it in the desired format, the customer will find it elsewhere. Digital Asset Management is an ideal tool to help publishers with cross-media publishing. They can easily store their content in a media neutral format and easily repurpose it dynamically, on demand, for whatever publication medium is required.

Storing text in common file formats such as XML, HTML or PDF will help eliminate some of the problems faced today in repurposing. However, with demand for more and more media rich content, repurposing becomes more difficult. I still do not know of any way of turning a still JPeg image into a media rich MPeg video and this should be taken into account when deciding what format to store a file in.

If you think DAM could help you improve your business, here are a few thoughts you may wish to consider that could make life easier in the long term. Firstly, be clear about what you want to do with your data. How do you want to store and retrieve it? What do you want to do with it today? More importantly, what will you need to do with it tomorrow?

Clear out the attic! Just because you have hundreds of thousands of images stored in many formats such as negatives, duplicates, transparencies, prints and digital files, it does not necessarily mean that you need to scan and store them all in the DAM system. Decide what is valuable and what is not. Ensure what you store is actually an asset.

Digital Asset Management is good, but do you need it? Consider the issues and evaluate the benefits your company can gain from it. It may be that DAM is not right for your business at this time. Should you buy a system internally or outsource the problem? Rapid changes in technology present a significant amount of challenges. How often have you purchased hardware or software only to find out that a new version or release has superseded it within months and the value of your purchase has plummeted? Today, we are seeing the evolution of a new breed of company, application service providers that are supplying DAM outsourcing services. By using an ASP, you could reduce your direct investment in technology while enjoying all the benefits Digital Asset Management has to offer. One such company leading the field in this area is Imagesafe, a London company offering independent, dedicated DAM services to corporations, publishers, printers and service bureaux, museums, institutions and agencies. Customer data is stored on secure servers and 24 hours a day, seven days a week access is provided to customers through the Internet.

If you do decide to implement a system internally, what technology partner should you choose? What hardware and software platforms will be future-proof? You should ensure, of course, that you have compatibility

with your existing syste[redacted] but more importantly any inve[redacted]ent must not be constrained by technology limitations or restrict any future growth potential.

Before implementing the system, look at your production workflow. It is likely that it has evolved over the years with a little tweaking here and there. A company has an opportunity to totally re-engineer its workflow with Digital Asset Management and should grasp this with both hands to ensure you design a more efficient and productive environment.

A correctly indexed database is essential for any Digital Asset Management system to operate efficiently. There is no benefit having hundreds of images stored if you cannot locate and easily retrieve them. Give substantial consideration to how this will be accomplished and how it will integrate into a workflow and production methods. The indexing information associated with digital assets is called Meta data and most DAM systems will allow indexing in this way. It is important, however, that you have flexibility in building this Meta data and are not limited to what the system vendor dictates. Look for a system that has customisable search fields that will allow you to develop your own search routines.

A Digital Asset Management system can be an extremely powerful tool and become an essential system to many organisations. However, there have also been many cases of DAM systems being installed and then not fully adopted by companies. To ensure company-wide adoption, especially in large companies it is essential that all users fully understand the benefits of the system. This requires provision of extensive training and re-education to explain to the whole organisation how DAM can benefit not only the company, but make everyone's job easier.

Security is a key area to consider when a DAM system is being selected. Who should have access to the data and what can they do with it? What levels of security does a firm need? Should there be investment in firewalls and other technology to protect this system from outside sources? When considering file formats, you should ensure that the final stored data is in a format that can be easily reused or repurposed for different applications. When the data format has been decided, how is it going to be stored? Will it be online, near-line or offline? Do you use CD-Rom, magnetic tape, DVD or a Raid array? How easy will it be to search and retrieve based upon these formats and will staff be able to easily use this type of media in the future?

As this brief article shows, Digital Asset Management is an extremely complex subject, but there are many benefits to be gained from implementing a solution now. Digital Asset Management can significantly increase productivity and improve quality and there are many good solutions available today that can all add value to a business and help give it a competitive edge in the marketplace. When you have carried out your needs analysis, clearly evaluated the benefits and completed all your planning, then you should be ready to successfully implement a solution. The single, most valuable piece of advice I can offer to companies considering Digital Asset Management is to plan, plan and plan again.